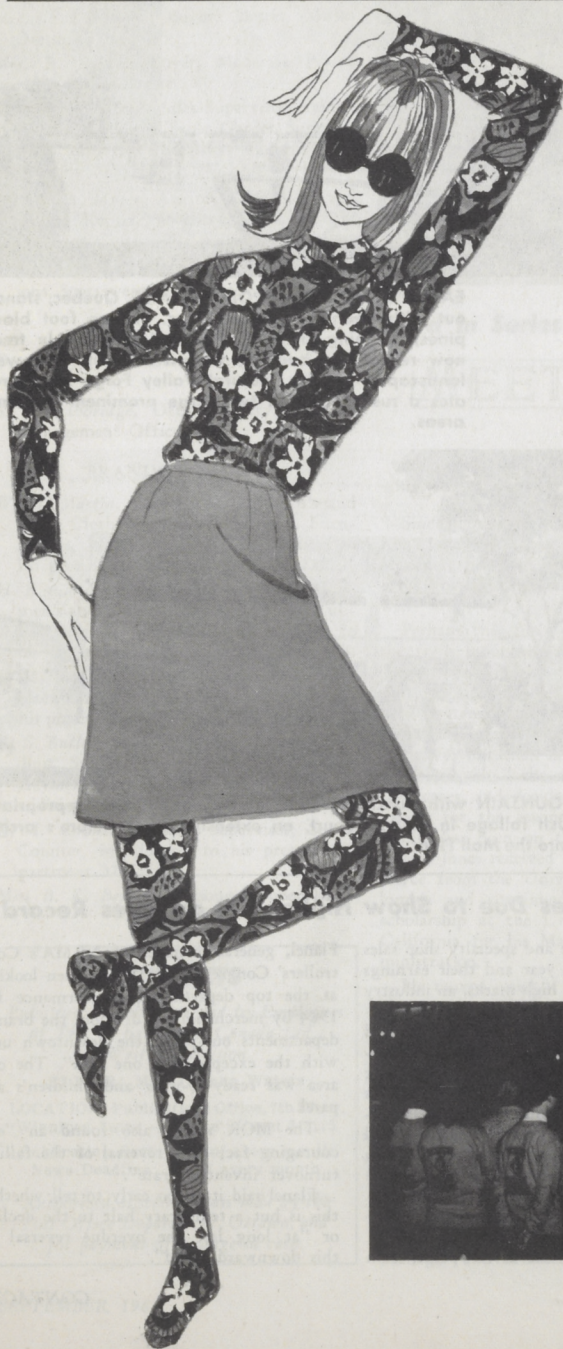


# Contacts

VOL. 1, NO. 3, SEPTEMBER 1965 — PUBLISHED MONTHLY FOR AND BY EMPLOYEES OF EATON'S WESTERN DIVISION



## YOUTH UNLIMITED

The moving picture of youth is kept in focus at Eaton's through the advice and assistance of selected teenagers. They advise us what is "in", what attracts the younger set, and what the crowd craves.

Who are these distinctive young people?

They are outstanding high school students chosen by their fellow students, teachers and principals, to represent their collegiate on Eaton's Junior Council and Executive. Popularity, personality, extra curricular activities and scholarship are the major considerations for selection.

### Teens Act As Liaison

The August back-to-school promotion saw the Junior Executives and Junior Councillors acting as hosts for fashion reviews, parading the latest styles, swinging to hep bands, and advising other teens what to buy.

The Council and Executive will continue to be a liaison between students and Eaton's throughout the year. At regular meetings they hear guest speakers who help to bridge the gap between academic work and the business fields. Through discussions they give Eaton's an understanding and knowledge of youth, allowing the Company to follow the right road when aiding the academic community.

### Total Look = Total Self

Eaton's provides these young people with the newest fashion trends, helps them select clothes for the "total look", and offers tips on etiquette, grooming, leadership qualities, career opportunities.

Not only are they exposed to the total look of fashion, but they learn to develop the total self — gaining a sense of responsibility, an ability to mix, a feeling of poise and personal charm.

Eaton's relationship with the schools and students provides the Company with a teen age indicator, and in this way allows us to extend cooperation and services to all.

Uniformed in T-Jays and sweat shirts the Eaton Council and Executive played host to 400 students at the teen fashion review. The usual garb for Executives consists of blue blazers and gray slacks. You can spot the girls in attractive red blazers, white blouses with Council crest and navy skirts.



## EVERYTHING'S COMING UP FASHION RIGHT!



### Eaton's Fairview Excites New Way of Shopping

A new adventure in modern suburban family shopping, is the latest addition to the Company's vast nation-wide expansion program. The program, devoted to the development of elegant fashion showplaces in urban and suburban areas, strives to make shopping for the home and family an exciting experience.

Eaton's and Simpson's are situated at either end of the imaginative 60 acre, 70 store Fairview shopping center, both having two-floor stores with provisions for doubling total size later. Parking accommodates over 4,000 cars.

The center is totally enclosed, air-conditioned in summer and heated in winter to a soft 70 degrees year round.

Beautifully co-ordinated pastels in a decor of understated elegance, reflect a feeling of freshness and sunshine at Eaton's. The more than 80 departments lean toward specialty boutiques in settings of natural barnwood and field stone, hand-made silk and straw wall treatments, imported tiles, and quality gold broadloom.

With the opening of Fairview, Eaton's operates close to 450 outlets across Canada. The Company also maintains 8 Foreign Buying Offices situated in the chief trade areas of the world and has buying representatives in eight other leading cities around the globe.

The expansion is not ended. New stores . . . new facilities for customer service . . . new ideas are continually underway.

EATON'S FAIRVIEW at POINTE-CLAIRE, Quebec, stands out with clean, uncluttered lines. Sixteen foot black pines, weeping silver birches and crab apple trees now relieve the building with a softness of a well landscaped exterior. Natural Valley Forge stone creates a rustic effect in two large prominent bedding areas.



A SPARKLING FOUNTAIN with dancing waters is surrounded with appropriate sculpture and lush foliage in Eaton's Court, an extension of the Store's architecture leading into the Mall Floor.

### Retail Stores Due to Show Higher Net on Sales Record

Department store and specialty shop sales rose to records last year and their earnings also may amount to high marks, an industry study indicated.

The New York World-Telegram and Sun reported recently that the study, Departmental Merchandising and Operating Results for Department and Specialty Stores for 1964 (MOR), published by the Controllers' Congress of the National Retail Merchants Association, also showed, as in recent years, that branch departments once again outpaced their downtown counterparts by substantial margins in almost every instance.

Commenting on the latter point, Sam

Flanel, general manager of NRMA's Controllers' Congress, said "Even when looking at the top departmental performance for 1964 by merchandising division, the branch departments out-paced the downtown unit with the exception of one area". The one area was ready-to-wear and children's apparel.

The MOR report also found an "encouraging fact—the reversal of the falling turnover inventory rate".

Flanel said it is too early to tell whether this is but a temporary halt to the decline or "at long last the overdue reversal of this downward trend".



## Recent Appointments

### WINNIPEG STORE:

- J. C. Marshall, Manager, Drugs, Drug Workroom, in addition to Cosmetics.  
 W. H. Evans, Winnipeg Store Personnel Manager.  
 A. B. Finnbogason, Winnipeg Store Operating Manager.  
 E. R. Puddington, Materials Handling Manager.  
 Mrs. E. McIvor, Buyer, Better Misses' Dresses.  
 Mrs. R. Baxter, Buyer, Moderate Priced range Misses' Dresses.  
 Mr. R. N. Merrell, Sales Supervisor, Paints, Hardware, Power Tools, Garden Supplies, Birds and Pet Supplies, Lumber and Building Materials.  
 Mr. D. A. Miller, Assistant, Jewellery and Watch Repair, Jewellery, Hollow-ware, Watches, Clocks, Flat-wear and Thermos.  
 Mr. K. M. Dagorne, Assistant, Budget Fashions, Sportswear and Millinery.

### CATALOGUE:

- D. J. Blythe, Accountant, Divisional Office.  
 S. J. Ashbridge, Office Supervisor, Sales Management Office.

### BRANDON STORE:

- W. H. Martin, Sales Supervisor, Men's and Boys' Clothing, Made-to-Measure, Furnishings, Hats and Caps, in addition to his present departments 201 and 212.  
 H. S. Gibson, Sales Supervisor, Men's, Women's and Children's Shoes, Slippers, Rubbers and Winter Goods, in addition to his present departments 209 and 244.  
 J. J. Sutherland, Sales Supervisor, Sewing Machines, Heavy Goods, in addition to his present duties in 253.  
 C. S. Butler, Sales Supervisor, Linens, Bedding, Staples, Piece Goods — Cottons, Rayons, Silks, Woollens and Patterns, in addition to his present department 270.  
 G. I. Cranston, Sales Supervisor, Snack Counter, in addition to his present department 379.  
 Miss B. K. Benson, Personnel Supervisor.

## CONTACTS

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## Third in Series

# MEET THE EXECUTIVES

**He pushed open the retailing gates, took the markets by storm, leaned on his education and experience, and threw himself into action for Eaton's.**

Since joining the Company in 1951, Mr. Ken Jones, Western Division Merchandise Manager, has been known for his intense drive, captivating enthusiasm and quick wit.

Perhaps this force can be attributed to the fresh mountain atmosphere where Mr. Jones spent his growing years, and the pace, to his navy years where he advanced to a lieutenant by the ripe age of 21.

At that time he thought of staying in the navy, but then he and his wife took a close look at all the moving involved with the forces, and decided to further his education for the business world. The Jones family has been on the go ever since.

Mr. Jones received his Bachelor of Commerce from the University of British Columbia and continued with the aid of a scholarship at the University of Southern California for his Master of Business Administration.

He moved quickly with Eaton's, getting his start in the Victoria Store stock audit and merchandise departments. In two years he became Department Manager of Ladies' Sportswear and Millinery, and in 1955 took the Assistant Store Manager's post in New Westminster.

The next eight years brought five new positions. He managed the Vancouver Dresses and Millinery departments, developed the new Brentwood Store project in the capacity of Assistant Store Manager, crossed the strait to become Merchandise Manager and Assistant Store Manager in

Victoria, and then travelled to Toronto to serve as Merchandise Manager of the Budget and Suburban Stores. Winnipeggers welcomed Mr. Jones to the prairies in 1963 when he took up his present position.

### Change Requires Exploration

Mr. Jones is quite compatible with this new theory of change. He says, "As business becomes more complex, the field of specialization approaches and this requires exploration."

He states that Eaton's has always had professional buyers because that is where all the romance lies — visits to markets and large cities are appealing. "But competition is tougher now and the emphasis must shift from buying to selling."

Mr. Jones maintains that Eaton's Winnipeg is one of the greatest stores in North America. As the store matures, he feels that we will want to keep the same customer acceptance but add to this the reputation for newness, fashion rightness and excitement.

"One of the best ways to capture the interest of potential managers and executives is to whet their appetites for promising moves in the future. Dynamic, up-to-date practices will do this."

While Eaton's is usually foremost in his mind, Mr. Jones places great importance on time spent with his young family of 10, 7, and 2 years. You will find them swimming, flying kites, munching by the barbecue, or doing anything else that spells fun.



# EATON'S IS a-go-go



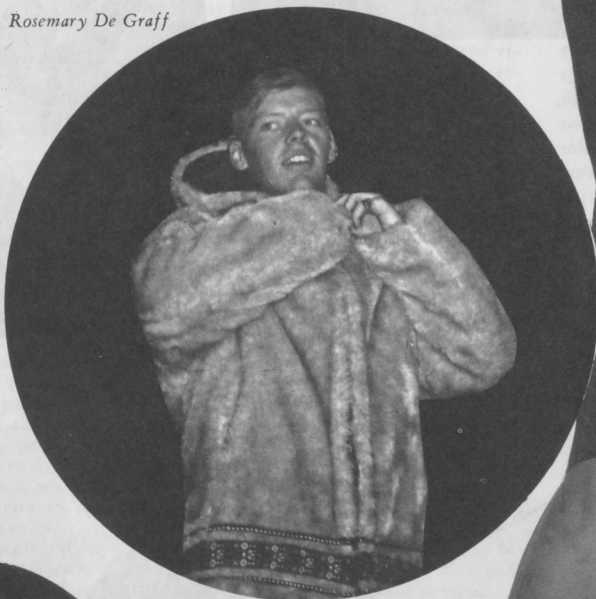
Check the capers, Man, as Eaton's leaps into the swing at high gear . . . !  
What's all this commotion about . . . ?

EATON'S knows it's GREAT to be young — and that the boys in the Beatle haircuts and the girls in the bell-bottom trousers will grow up into the customers we'll want in our Store tomorrow — the active career girls with an eye for fashion and young men climbing the ladder of success — shopping mothers with their growing broods and the many-sided facets of their lives.

For all these people, EATON'S will, we hope, represent the Store that's in tune with the times — keeping on-the-move whether it's the "Frug", the "Jerk" or the "Swim" that's "Definitely IN" . . . and showing all the newest and most exciting styles from the crackling colours of the TOTAL LOOK and the short-and-snappy COURREGES to whatever dazzling new fancy the future fashions have in store . . .

That's why EATON'S breaks out in guitars . . . hipster skirts and helmets . . . knowing that where "fun" things are happening TODAY . . . will be the favourite spot to shop TOMORROW . . . !

*Rosemary De Graff*



# EATON'S SU

... WINNIPEG'S



"Handicap" is no handicap for Joy Stevens, daughter of Gertie Stevens, Catalogue Phone Order Board.

Joy was stricken with polio at the age of 6 years in 1953 and has really "lived" in the King George Hospital until this year when she was able to move into an apartment with her mother. She received her schooling at the hospital until 1962 and then attended the Ellen Douglass School for Physically Handicapped. This September she enters Grade 12.

Joy is a very keen, alert young lady of 18 years. She has fine artistic talent as is evidenced in her beautiful ceramics and wide variety of jewellery. Her hobbies also include a collection of over 8,000 valuable stamps, a special record collection, sewing, cooking, typing, and special instruction in German grammar.

Christmas Season, Easter, and mid summer and school time will always find Joy and her friends doing their own shopping in Eaton's.

Exhibition Football games, carnivals, the Shrine circus, and ice-capades are all a "must" on this young lady's entertainment schedule.

The Society for Crippled Children, now part of the United Way, aids in the physical, social, psychological and educational needs of young people like Joy.

*Virginia Bray*

The United Way helps lonely senior citizens find peace and companionship.



United Funds mold the citizens of tomorrow — through important community activities for you and your family.





# PPORTS the NEW UNITED WAY

## ONE DONATION APPEAL

More than 2,000 communities in Canada and the United States have found that more money can be raised with more benefits for more people — the United Way.

It is the best method yet devised for eliminating competing costly individual campaigns and at the same time providing maximum support for voluntary health, welfare and recreation services.

While Eaton's will support the United Way by pledging a major portion of the Company Charitable Fund donations, the Fund will also continue to assist other recognized appeals.

### UNITED WAY HAS MANY UNIQUE ADVANTAGES

- \* The once-a-year campaign merges 50 agencies, each dependent on your gifts to maintain valuable services. In addition to all of the Community Chest agencies, Red Cross, Heart, March of Dimes, Easter Seals, Y.M.H.A. and other agencies have joined the appeal.

- \* Gifts are used where they will do the most good. The United Way makes sure that no one appeal gets favored treatment at the expense of others.

- \* It creates more efficient community wide planning so that services can be improved and adjusted to changing conditions.

- \* The United Way makes the best use of valuable volunteer time and effort. Door-to-door canvasses will be eliminated, as employed people will be expected to contribute through payroll deduction.

### SHORT CAMPAIGN IS BEST

You will be asked to contribute to the development of a better community from Tuesday, October 12, to Saturday, October 30. There will be no extension of time. The United Way workers believe that each person is capable of making a pledge during the 19 day period, and that a short, concentrated drive will allow more money and time to be spent on services.

### EATON CHARITABLE FUND SET THE STAGE

The Eaton Employees' Charitable Fund was organized in January 1951 as a self-governing association of the Winnipeg T. Eaton Company staff. Before that time there were approximately twelve separate solicitations for various charities made to employees throughout the year.

The fund is one of the earliest organizations of its kind in Winnipeg and has been used as a model for other institutions. The great success is due to the generosity and support of Eaton employees. Through their important contributions, thousands of the needy, the aged, the neglected, have been helped.

Membership is purely voluntary and contributions are confidential. Every member is kept up to date on the Fund's condition and the work that is accomplished. A yearly store-wide campaign is conducted in the early Fall, to give employees an opportunity to adjust the amount deducted from their pay and to give others a chance to join.

The Fund is organized for efficient giving and considers it a privilege to be able to help worthy charities in the community. Now the United Way and charitable funds will join forces to give strong support to important services.

### SUGGESTED FAIR-SHARE FORMULA

#### Hourly Paid Employees

One Hour's Pay a Month up to \$6,000 annual salary  
1% of annual salary — \$6,000 to \$9,999 a year

#### Salaried Employees

Up to \$6,000 a year — 6/10 of 1% of annual salary  
\$6,000 to \$9,999 a year — 1% of annual salary  
\$10,000 to \$14,999 a year — 1 1/2 % of annual salary  
\$15,000 to \$19,999 a year — 2% of annual salary  
\$20,000 to \$24,999 a year — 2 1/2 % of annual salary  
\$25,000 or more a year — 3% of annual salary

Contributions may be used for income tax purposes.

How much you pledge is, of course, something only you can decide. But remember when you make your pledge, what you give will be shared by many worthwhile services.



Paul and Paula Bisette made medical history when they were born at St. Boniface Hospital last November. They are probably the first twins born in the world after successfully receiving pre-birth blood transfusions. Pre-natal tests on Mrs. A. J. Bisette, the mother, disclosed that, due to the Rh factors in her blood and that of her husband, one of the twins could not be born alive unless the baby received immediate blood transfusions. Using a technique developed at a Winnipeg hospital earlier in the year, the baby was given two transfusions. Both babies had their blood changed four times after birth and the mother also required 14 bottles of blood. Altogether the family was issued 37 bottles — made possible through your donations.



Through your gift, a child may one day play like others.

# COMPUTERS HELP TO MEET GROWING CUSTOMERS DEMANDS

- ★ Electronic data processing provides timely, precise data for catalogue customer accounts.
- ★ And that's not all: it's flashing across the panorama of marketing to meet retail expansion in every aspect.
- ★ The big adding machine, as it is often called, performs tasks never before possible.

Customer's charge account records on a computer might seem to be only another accounting procedure.

But it can be a merchandising weapon of profitable gain.

Charge accounts in the Western Division reach many tens of thousands.

Depending on what it is told to do, the

computer can analyze those accounts any way the store wants them — by size of average account, by account number, by alphabet, by street address.

This job would reach astronomical proportions if done by hand and could therefore never be attempted.

With this vast amount of timely in-

formation ready in minutes, Eaton's can now serve the demands of our exploding population.

YESTERDAY, a customer's account history was two weeks behind. Today, the Account Authorizers receive daily records which allow them to authorize purchases with greater confidence, knowing the risk of making a wrong decision has been greatly reduced.

The computer can tell us how many accounts were active last month, what departments received the most account business, and what part of the market is doing the most spending. All of this data must now become new tools of management to be used in setting Company goals and policies.

## GREAT SAVINGS EXPECTED

Mr. J. C. Bright, Systems and EDP Manager, has stated that Eaton's could not compete in our dynamic market without a computer. The growth in Company size and the need for sophisticated, timely information is far too great.

"With the advent of computers, we expect to greatly reduce operating costs," he said. "Other benefits will include increased accuracy, improved audit controls, faster preparation of both internal and external reports and the ability to perform tasks not previously possible."

Later in the year the computer will supply fashion merchants with marketing data to be used for buying decisions.

Divisional payroll will be calculated by computer in the new year, with the staff continuing to count and stuff the envelopes.

## OPENS INVENTORY VISTAS

In theory, a department buyer could give management a daily report of stock conditions and what was sold the preceding day — just as in theory a buyer gets the pertinent marketing figures every day.

But in practice, this just isn't so.

With the help of a computer's tremendous speed we could keep an accurate record of sales, know the exact stock situation and control all orders.

The reduction of cancellations and delays would increase customer service and pay for EDP many times over.

## CREATES NEW JOBS

It is true that the computer frees persons who perform routine, manual tasks for jobs which offer more challenge and interest.

By the same token, new, higher paid jobs are created. With the added output and service given by the computer the Company is able to expand and offer more opportunities for employment in many areas.

Eaton's will make every effort to place staff in other parts of the Company and will retrain them for new responsibilities. They will also be looking for individuals with the interest and qualifications to work in the fascinating world of computers.



The communication console issues instructions to the Operator by means of a remote typewriter. It prepares a log of financial data and accumulates statistics of all jobs run during a day. Below is a sample of computer "language" which is recorded on a continuous form.

```

O RUN 11060 — UPDATE CYCLE & CONTROL ACCOUNTS O
O NO. OF TRANSACTION RECORDS READ BY RUN 11060 015336 O
O PROGRAM 11220 O
O TURN ON S.S.-D- IF ONLY CONTROL ACCOUNT BACK-UP IS O
O DESIRED O
O PRESS START TO CONTINUE O
O RUN 11220 — CREATE DAILY TAPE BACK-UP O
O PACK 00001 ON DRIVE 0 & TAPE ON UNIT 1 O
O THIS VERSION OF 11220 WILL PRODUCE TRANSACTION AND O
O CONTROL ACCOUNT BACK-UP AND SHOULD BE RUN UPON O
O COMPLETION OF THE INPUT RUNS O
O PRESS START TO CONTINUE O
O 1HDR —B50 —B50-001 DUPAC1110400052-003 O
O NO. OF TRANSACTION RECORDS ON TAPE 15336 O
O COMPLETION OF RUN 11220 O
O PRESS START TO CALL FILE MAINTENANCE O
    
```



MR JOHN CUSTOMER  
144 ANYWHERE STREET  
WINNIPEG 10, MAN

Account No. 699-999-99  
Accounts Office WPG. CATALOGUE  
Payment \$

### YOUR PAYMENT IS NOW DUE

With your payment, please include this top portion of statement, and please print your Eaton account number on back of cheques or money orders. We do not accept responsibility for loss in mailing of cash or Eaton certificates.

closing date for entries	previous balance	charges	payments & credits	new balance	new due
AUG 14/65	240.44	46.85	73.51	213.78	13.00
date	reference	store and section or catalogue no.	items	charges	payments & credits
JUL 5	970638	22A8034	CLOSET ACCESSORIES	2.98	
JUL 5	970591	46A2375	SWEATERS,KNITWEAR	14.98	
JUL 8	1002020	WPG 312	TOILETRIES, BRUSHES	4.75	
JUL 10	1023042	WPG 254	KIT,WD.WARE,PET SUPP	15.99	
JUL 10	1012808	WPG 217	HANDBAGS,LEATHER GDS		7.95
JUL 10	1012782	WPG 222	NOTIONS		2.00
JUL 13	1031236	46A2375	SWEATERS,KNITWEAR		14.98
JUL 13	1031235	33A8007	WOOLLENS		4.59
JUL 13	1011071	6A3189	BRASSIERES	5.00	
JUL 15	1072210		PAYMENT		15.00
JUL 30	1183423		PAYMENT		15.00
JUL 29	1190701	WPG 609	FOUNDATION GARMENTS		10.00
JUL 29	1190709	WPG 937	SHOES, LUGGAGE		3.99
AUG 14			SERVICE CHARGE	3.15	
MINIMUM MONTHLY PAYMENT		13.00			

"Shopping is faster and more accurate when you carry your Eaton Account Card"

**DESCRIPTIVE COMPUTER STATEMENT** — Complete recording of sales transaction eliminates necessity for bills to be included. All sales bills are recorded on microfilm and stored for easy reference.

**FORMER STATEMENT** — Customer's sales bills were enclosed.

EATON'S OF CANADA

BUDGET CHARGE ACCOUNT  
STATEMENT

WINNIPEG 1, MAN. CATALOGUE CUSTOMERS' ACCOUNTS OFFICE

MR JOHN CUSTOMER  
144 ANYWHERE STREET  
WINNIPEG 10 MAN

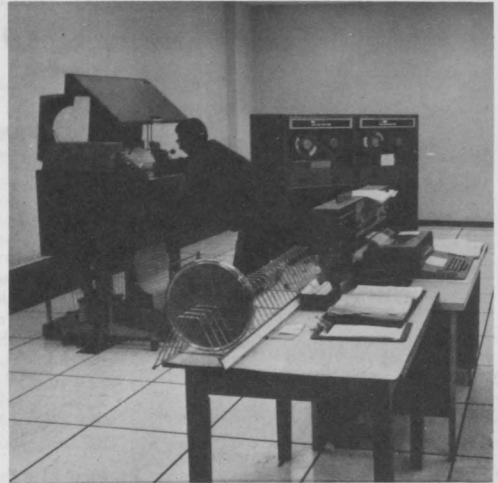
ACCOUNT NUMBER 699-999-99

AMOUNT ENCLOSED \$

Please DETACH and RETURN this portion with your PAYMENT.

BILLING DATE	PURCHASES	RETURNS	BUDGET DEBITS BUDGET CREDITS	PAYMENTS
14 08 65		2.00		
DAY MO. YR.	15.99	7.95		
	4.75			
		4.59		
	14.98	14.98		
	2.98			
	5.00			
		10.00		15.00
		3.99		15.00
<p>Immediate cards enclosed covering goods purchased or returned are supplied for your convenience in verifying the amounts listed under the various headings on statement. These should agree with your original purchase checks.</p> <p>SHOULD THERE BE AN INQUIRY IN REGARD TO ANY ITEM ON THIS STATEMENT, PLEASE RETURN THE TRANSACTION CARD AND THE STATEMENT TO</p> <p>SERVICE SUPERVISOR CATALOGUE CUSTOMERS' ACCOUNTS OFFICE T. EATON CO. WINNIPEG 10, MAN. CANADA</p> <p><b>YOUR PAYMENT IS NOW DUE</b></p> <p>PAY THIS AMOUNT IF YOU WISH TO USE AS A CHARGE ACCT.</p> <p>PAY THIS AMOUNT IF YOU PREFER MONTHLY INSTALLMENTS</p> <p>TOTAL MINIMUM AMOUNT NOW DUE</p> <p>REGULAR MINIMUM MONTHLY PAYMENT</p> <p>AMOUNT PAID DUE</p>				
PREVIOUS BALANCE	PREVIOUS BALANCE	TOTAL PURCHASES	TOTAL RETURNS	TOTAL ADJUSTMENTS
240.44	3.15	43.70	43.51	30.00
				213.78
				13.00
				.00
				13.00

\* CREDIT BALANCE IN YOUR FAVOR INDICATED BY CR.



Bill Herbachuk, Operator, is shown aligning continuous billing forms prior to a major run. During this run statements are produced showing all transactions made by the customer up to their billing date. The present status of the account is also recorded.



Selection of magnetic tape files for the system is discussed by Harvey Horsman, Programmer, and Lorraine Sainsbury, Librarian. By the use of these files, each Catalogue account is updated, analyzed and shown each day on various output forms which assist the Credit personnel in making sound credit decisions.



Bill and Ann Sanders hold the handsome Jimmy Goundry Trophy, their prize for winning Elmhurst's second Mr. and Mrs. competition. They compiled an aggregate net of 148 to win the trophy, a bouquet of flowers and sundry goodies. Bill was 80-13—67 and Ann 108-27—81. Ann works in the Winnipeg Drapery Department.

## Sporting Notes

A TENNIS INSTRUCTOR from a private club dropped by the Eaton courts and was very impressed. "Without a doubt you have the best courts in the city," he said. Tennis enthusiasts may swing their racquets up to the Thanksgiving weekend, weather permitting. See you at Broadway and Edmonton any day except Sunday.

REGISTRATION FOR BOWLING SPARES is now open. The club plays Tuesday evenings at 7 and 9. Vic Swiderek, 929, will arrange games for Eaton Staff or associates who enjoy knocking down a few pins.

LADIES MAY IMPROVE THEIR STROKES by signing up for swimming classes no later than September 30th. Instruction began September 28th at Sherbrooke Pool and will continue every Tuesday until November 16th. Classes are held from 6:00 p.m. to 7:00 p.m.

Swimmers at all levels of proficiency are welcome to join. Registration is only \$1.00. There is no other charge. Contact the Winnipeg Staff Relations Office, 8th floor, or the Catalogue Employment Office.

LET'S HEAR FROM ALL CLUB SECRETARIES regarding events in the past, present and future. Recreation fans are looking to Contacts for information — strengthen your club by keeping them up to date. News is due the first of the month.

# SPORTS

BERT ARMSTRONG

*News*

Attention Golfers!  
Rebates on score cards  
Closing date October 15.

## Rocks Slide October 18

Brooms will swish and rocks crack in the Eaton curling rink beginning October 18. In addition to the fun of curling and the hearty companionship gained, curlers will enjoy the comforts of a new roof on the rink and club room (no more leakages).

Watch the bulletin boards for entry forms for all leagues and sign up before October 5. Joe Donague 135, will be glad to assist you in any way.

### Mixed League on Sundays

Eaton staff and associates will curl every alternate Sunday from 6 p.m. to 8:15 p.m. Two men and two women must be on a team. The 5 sheets of ice will allow 20

teams in this league — mixed leagues are unique in Winnipeg so let's see this one become a real success.

### Gilroy Bonspiel

This 32 rink event will begin in November with entries taken immediately. Two men and two women to a team and all must be Eaton staff members. Choose team mates now.

### Retired Men's Club to Curl

President Bob Gregory reports that the Retired Men's Club will meet at 2 p.m. Wednesday, October 6, at the Eaton rink on Mayfair Avenue.



## New Face For Brand Labels

New Eaton Brand Labels will be used on in-store and point-of-sale purchase displays, tickets, packaging and advertising.

The Design and Promotion Department of the Corporate Merchandising Office, Toronto, has created a uniform label shape in cadet blue with white letters for all brands except Braemore which is slightly different.

The uniform profile is part of the program to strengthen Eaton brands which have recently been consolidated from 30 to 16. Consumer Research took the original 30 brand names to the people and asked for preferences. Those names which were most readily identified and highly praised were maintained.

Now for added store identification, all labels link Eaton's name with the brand except where the actual name incorporates the word 'Eaton,' as in Eaton's or GlenEaton.

### Why Develop Eaton Brands?

A strong line of family brands not only offers customers good quality items at reasonable prices, but keeps shoppers in the store asking for names they can trust. Through large quantity buying and simplified distribution methods, Company costs are lowered and result in an added margin of profit. These profits in turn allow Eaton's to offer better quality products at competitive prices.

Guy Crier

## WHAT'S YOUR QUESTION?

*This column is devoted to answering questions submitted by employees. It gives complete and honest answers, pointing out the Company's stand and policies on each subject.*

**Question:** Once a person is past the age of 55, is he likely to be let go?

**Answer:** There are two governing principles involved in dealing with staff. The first is that the Company must be fair to its employees; the second, that low producers must be eliminated from our staff. These two policies do not conflict.

Productivity, not age, is the primary consideration in evaluating our employees. Long service is recognized by the Company and special attention is given to all cases where an employee has been with the Company a long time.

Improved methods, retention of quality staff, and high productivity are three major reasons for success. Long service employees who are performing unsatisfactorily are referred to the Personnel Department for placement elsewhere in the Division. If severance is the final outcome, our payments are more than fair.

A standard procedure is followed with all employees, of any age, who are performing below what is expected. A written warning is issued to the employee, signed by the manager and the employee. The warning contains a precise description of the employee's weaknesses and indicates where his work is substandard. A set of objectives to be accomplished within a specified period is also outlined.

The manager is charged with the responsibility of working closely with the employee to assist him in achieving those specific objectives. The matter is then reviewed with the Personnel Department at the end of the specified period (30 days, 60 days, or 3 months.)

*All questions should be submitted in writing to the Editor, Staff Publications Office, Winnipeg Store. The employee's name and department may be signed or not, as you wish. Those questions with the widest Company significance will be given preference.*

### BUYERS: SPENDING MOOD

The University of Michigan Research Center has a habit of talking with consumers, especially about their buying intentions and how they view their own financial status.

It comes up with a glowing conclusion that "American consumers seem to be increasingly convinced that they are making headway financially and that the United States is enjoying a great era of prosperity".

## Retail Industry Health Termed Vital in Future

A healthy retail industry is absolutely vital to the economy of a country which is producing more and more consumer goods which must be distributed, the Retail Council of Canada heard at its annual meeting and conference.

A. J. Little, president of the Canadian Chamber of Commerce, referred to the em-

phasis on the need for increased production in Canada in the recent report of the Economic Council of Canada.

In order for the economic council's goals to be realized, Mr. Little said, consumption as well as production must be stimulated — and this is the job of the retailer.

### Lively, Integral

The industry is even now a lively and integral part of the economy, he said.

He pointed out that there are 150,000 retail stores of all sorts in the country, employing more than 800,000 people regularly (Eaton's of Canada accounts for almost 4 1/2 % of that number).

"I think there has been far too little recognition of the place that you play, and can play, in the nation's economy," he said.

"There seems to be an assumption that if we can produce more, we will automatically consume more. You do not find much emphasis on the important task that must be served by those who distribute and merchandise the nation's goods.

### Stimulate Demand

"It seems to me that the people of Canada must be induced to buy, demand must be stimulated, their requirements must be pointed out to them, and the merchandise must be attractively and conveniently made available to them."

The Economic Council report paints a picture which must be a glowing one in a retailer's eyes, Mr. Little said.

The report predicts a growth in the labor force of 1 1/2 million by 1970, an annual increase in the Gross National Product of 5.5%, and a more equitable distribution of rapidly-rising personal incomes, he said — all of which means more people spending more on consumer goods.

—Pat Porth



**A LITTLE EXTRA EFFORT** when serving customers brought recognition and an engraved pen to Mrs. Elizabeth Olsen, Port Arthur Lingerie. Other Customer Service Award Winners in that city were Mrs. Laura Wright, Jewellery, and Miss Mary Eddy, Lingerie.

**Outstanding Eatonians in Winnipeg for July:** Mrs. Ruby McCleery, Notions; Martin Gunn, Parcel Delivery; George Drummond, Men's Clothing; and Ron Watchorn, Cameras.

### What's Ahead?

Maclean-Hunter's latest quarterly survey of consumer buying intentions reveals a high degree of optimism in the Canadian economy. Compared with the past four summers, more consumers think that the time is ripe to make major outlays for houses, cars, appliances and vacations. Significantly, too, more families report that they are better off than at any time since the decade of the '60's began.

—Alexander Hamilton Institute, Inc.

### IN THE LAST ISSUE

Three members of the Yorkton staff pictured in the back row of "Pen Pals since 1905" were not named. They are: Elmer Matisho, Mrs. Stella Klimchuk, and John Wytrykush.

## IN MEMORIAM

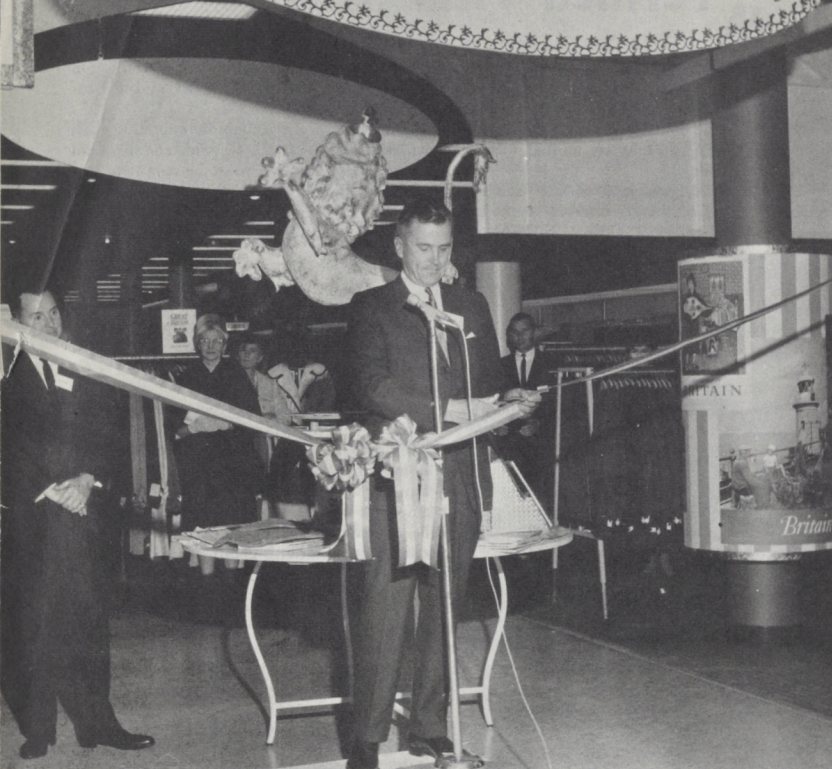
Sincere Sympathy is extended to the family and friends of . . .

*John A. Chilwell*, who died August 19. Mr. Chilwell was employed in Catalogue 60M and spent 24 years with Eaton's.

*Laurance B. Kane*, who joined Eaton's in 109 stock, and died two weeks later on August 26.



# Fleet Street Corner



**GREAT Things from BRITAIN**, the most remarkable exposition of the British way of life, past and present, ever to come to Canada, was officially opened by Mr. Alex Currall, H.M. Minister (Commercial), British High Commission, Ottawa. Mr. G. J. Husted, British Trade Commissioner, Winnipeg, was also present. Mr. Ken Jones, Divisional Merchandise Manager looks on.

Employees and their families were invited to the special preview on the evening of September 15th.

## BRITISH DISPLAYS DAZZLED WINNIPEG

A silvery fanfare by two trumpeters from the Royal Horse Guards signalled to passers-by the excitement and color going on at Eaton's. Who could resist stopping to watch this performance straight from the pages of history?

Inside and out, there was entertainment, education and enjoyment for the whole family at GREAT Things from BRITAIN, September 16th - 28th.

Huge heraldic banners were hung along the front of the store, special features appeared in all 37 windows - including a remarkable display of historic costumes of British Queens, and inside, customers were treated to one of the largest and most comprehensive collections of British products ever assembled in the country.

A year in the planning, Eaton buyers combed the markets of Britain resulting

in a total of 470 British Companies selling products at the exhibition.

In addition, there were exhibits and displays illustrating the arts and crafts of Britain in the past and present. An impressive collection of photographs and relics from the Imperial War Museum featured a special display from the Churchill era.

There were colourful personalities flown from Britain by Air Canada for all to meet, including The Pearly Queen and Her Pearly Prince Consort, a Town Crier, an authentic "British Bobby" and Mr. Keith Redfern, talented Silver Designer.

It took more than one visit to do justice to all the fascinating GREAT Things from BRITAIN. Congratulations are in order for everyone involved in making this vivid picture of Britain so successful.

## Birthday Prizes Awarded

The Regina staff was treated to a piece of birthday cake August 20th before store opening. The cake was served to customers all day in the Eaton tradition, celebrating 47 years in Regina.

Five employees found a hidden capsule in their cake making them the lucky recipients of one silver dollar: Mrs. Ruth Purdy, Mrs. Lou Scott, Kay Christian, Mrs. D. Hildebrand and Gordon Bruce.

A lush pastel mink stole was also given away that day to Mrs. Leona Bieber, 1526 Angus Street, whose name was drawn. She successfully answered three qualifying questions.

—Mrs. L. Galvin

## Eaton's Ambassador to Yukon

Mrs. Gertrude McCann, Department 212, was a good-will ambassador when she and her husband journeyed to the Yukon on vacation. One of the first landmarks to catch her eye in Whitehorse was an Eaton's Order Office.

During conversation with the three ladies on staff, Gert showed them the name plates worn by each employee in the Moose Jaw Store. They were favorably impressed and recently requested name pins for Fran Chapman, Elsie Klassen and Phylis Forsberg. We were delighted to oblige.

—Miss M. Crane

## Salute To 40 Years Service

Mr. Jack A. Price, 267 Manager, Oct. 5.  
Mr. Austin Waddell, 37R, Oct. 5.  
Miss Ruby Frame, 800L, Oct. 7.  
Mr. Lucien J. Glenat, 28M, Oct. 8.  
Miss Mary L. Patton, 113, Oct. 26.

## Quarter Century Club Members

Mr. Kenneth Aikman, W161, Oct. 2.  
Mr. Erle Shakespeare, W122C, Oct. 2.  
Mr. Donald C. Beazely, Saskatoon 267 Manager, Oct. 3.  
Mrs. Sarah Gardner, 1101, Oct. 7.  
Miss Marcelle Rialland, 545, Oct. 7.  
Miss Lillian M. Richards, 1101S, Oct. 7.  
Mr. Jack W. Ruttle, 122B, Oct. 7.  
Mr. Tom W. Morris, 151, Oct. 8.  
Miss Georgina B. Brownlee, 117, Oct. 15.  
Mr. E. J. (Dick) Keynes, Brandon 253, Oct. 17.  
Mr. Walter Bell, 146, Oct. 21.  
Miss Beth Jamieson, 161, Oct. 21.  
Mrs. Lucille Johannesson, 204, Oct. 21.  
Miss Bertie Stevens, 161, Oct. 21.  
Mrs. Avion Maxine Stewart, W1112, Oct. 21.  
Mr. William George Bostock, W28, Oct. 28

## Best Wishes on your Retirement

Mr. G. Bennett, Furniture Delivery, 46 yrs.  
Mr. W. H. Conolly, Caretaking, 38 yrs.  
Mr. C. M. Livingstone, Furniture, 36 yrs.